AMENDMENT TO THE CLAIMS

1.   (Cancel)

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6.   (Currently Amended) A method of formulating alternative programming, comprising:

> releasing a plot via a website;
>
> embedding alternative plots into channels;
>
> receiving user votes via the website for the alternative plots;
>
> tabulating the votes;
>
> based on the tabulation, sending an instruction to switch to an alternate channel for a particular alternative plot;
>
> receiving a batch of program data associated with a program;
>
> retrieving a user profile specifying content attributes which a user wishes to block;
>
> scanning the batch of program data in advance to determine a percentage how much of the program data that will be blocked according to the user profile;
>
> when the percentage of the an amount of blocked program data exceeds a threshold percentage, then blocking the entire program; and
>
> receiving control data comprising control instructions to alter a display screen at coordinates specified by the control data.

7.   (Previously Presented) The method of claim 6, wherein sending the instruction comprises sending the instruction to a transmission facility.

8.   (Previously Presented) The method of claim 7, further comprising linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.

9.   (Currently Amended) A system for formulating alternative programming, the system comprising:

      means for releasing a plot via a website;

      means for embedding alternative plots into channels;

      means for receiving user votes via the website for the alternative plots;

      means for tabulating tabulate the votes;

      based on the tabulation, means for sending an instruction to switch to an alternate channel for a particular alternative plot; ·

      means for retrieving a user profile specifying content attributes which a user wishes to block;

      means for receiving a batch of program data associated with a program;

      means for scanning the batch of program data in advance to determine a percentage how much of the program data that will be blocked according to the user profile ;

      when the percentage of the an amount of blocked program data exceeds a threshold percentage, then blocking the entire program; and

      means for receiving control data comprising control instructions to alter a display screen at coordinates specified by the control data.

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19.   (Previously Presented) The system according to claim 9, further comprising means for sending the instruction to a transmission facility.

20.   (Previously Presented) The system according to claim 19, further comprising means for linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.

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